



# A GUIDE TO SELLING YOUR HOME

COMPLIMENTS OF:

Gabriella Marzorati - Realtor Consultant  
Phone Direct: 512-529-6524  
Email: [GabriellaRealtor@gmail.com](mailto:GabriellaRealtor@gmail.com)  
Web: [Door2AustinHomes.com](http://Door2AustinHomes.com)

Keller Williams  
2300 Greenhill Dr #200  
Round Rock, TX 78664

*Each office is independently owned and operated.*

## It's All About You

---

My real estate business has been built around one guiding principle: It's all about you.

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

My focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of my business comes from repeat customers and referrals.

Good service speaks for itself.

I'm looking forward to the opportunity to earn your referrals too!

## What I Deliver

---

### ***Communication***

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

### ***Experience and Expertise***

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

### ***Marketing***

Your home will get the exposure it deserves.

My marketing systems maximize your property's exposure to buyers through Keller Williams Realty Nation Wide and Internationally. Plus my direct local marketing that I will personalize accordingly.

### ***Pricing***

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

### ***Staging and Photos***

Your home will put its best foot forward. Professional Stager services and Professional Photographer are a "must" because "homes sell because of correct pricing and great presentation"

I know what it takes to make the terrific first impression that will get your home sold.

### ***Satisfaction***

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

## The Home Selling Process: Getting Ready to List

---

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

***Communication makes all the difference.***

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

***Prepare your home for a successful sale.***

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property – issues a buyer inspection could surface later, making them part of the final price negotiation.

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a sign and a lockbox on your property.

## The Home-Selling Process: Getting Ready to List

---

Let's begin with this direct statement:

***I am not the one who decides how much your home is worth. The market does.***

It tells us exactly where to price your property to sell and how to approach the marketing of it. Here are the factors that will affect the value in today's market:

### ***Price***

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

### ***Location***

Location is the single most important factor in determining the value of your property.

### ***Condition***

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. I'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

### ***Competition***

Prospective buyers are going to compare your property – both the condition and the price – to other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

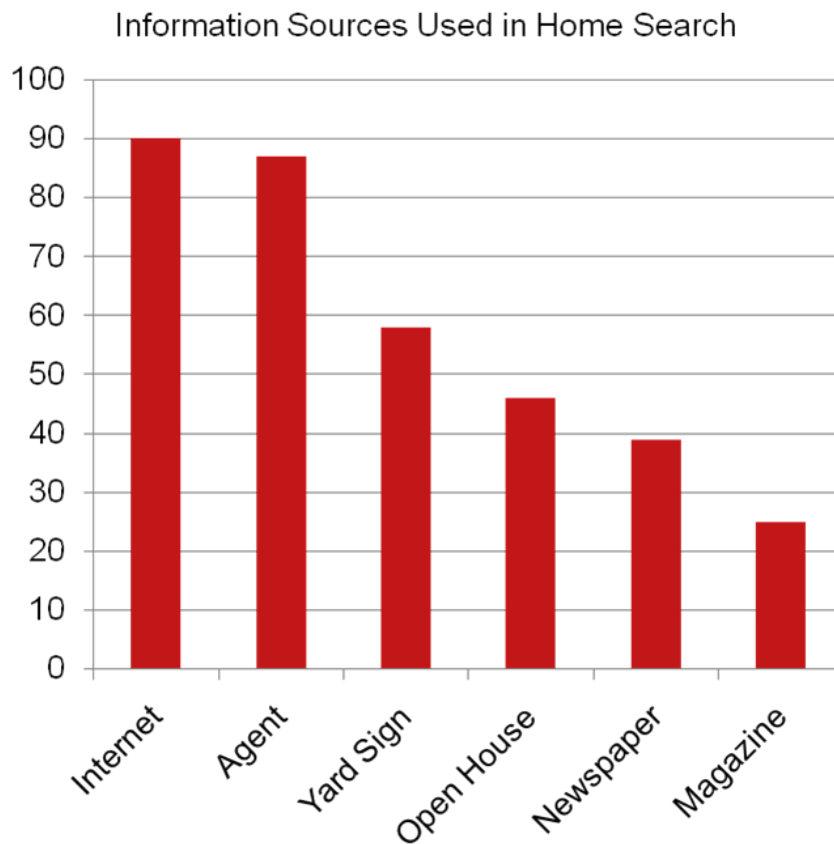
### ***Timing***

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

## How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.



## The Home-Selling Process: Marketing Your Property

---

### ***My Step by Step Marketing Plan***

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven Marketing Plan.

### ***We will:***

- Price your home strategically so you're competitive with the current market and price trends.
- Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint and terrific curb appeal.
- Place "for sale" signage, complete with property fliers easily accessible to drive-by prospects.  
Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
- Optimize your home's Internet presence by posting information in the Keller Williams Listing System (KWLS), as well as local and global MLS systems including plenty of photographs and a description of your property.
- Produce a 360 degree virtual tour of your home, placing it on multiple Websites to attract both local and out-of-town buyers.
- Create a home book, comment cards and fliers to place inside your property.
- Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
- Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
- Advertise your home through direct-mail campaigns, email campaigns and social media.
- Create an open house schedule to promote your property to prospective buyers and market those open houses.
- Target active buyers and investors in my database who are looking for homes in your price range and area.
- Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

## The Home-Selling Process: Staging Your Home

Three things to remember:

You don't get a second chance to make a first impression.

A review of more than 2,800 properties in eight cities found that staged homes, on average, sold in half the time that non-staged homes did.

Most buyers make decisions about the property they see within the first 15 seconds of entering the home.

### **What Can Staging Do?**

|                  |                   |
|------------------|-------------------|
| Location         | Cannot be changed |
| Size             | Cannot be changed |
| <b>Amenities</b> | Can be changed    |
| <b>Condition</b> | Can be changed    |

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

- \* The home becomes more valuable than other comparable properties in that price range.
- \* The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category.\*

\*Based on the national best-seller  
*SHIFT: How Top Real Estate Agents Tackle Tough Times*  
by Gary Keller



## The Home-Selling Process: Closing and Beyond

---

### ***Coordinating Your Sale to a Successful Closing***

All potential buyers will be pre-qualified so valuable time isn't wasted.

Each offer will be presented and discussed with you.

I will negotiate the details of your transaction with the other agent.

Closing will be prepared, coordinated and finalized for you.

### ***Beyond the Sale***

Do you need an agent to assist you in your relocation?

Need a recommendation for a moving company?

Would a moving checklist help?

I'm happy to refer you to great providers of other real estate-related services.

I'm here to make the sale of your home as smooth and stress-free as possible.

## My Answer to Your Questions

---

I will be more than willing to answer all kind of questions you might have and in the meantime here I provide answers to the most common ones I usually receive from clients.

Are you a full-time or part-time agent?

Yes, I am a full-time agent.

What is the average number of days your listings are on the market before selling?

Average days on the market are 7 days to get a house under contract.

Will you service our listing personally or will we be working with your assistants?

You will be working with me directly;I hire Assistants te help me

What is your Internet marketing program?

As described in My Marketing Plan, your property will be exposed to buyers and agents representing buyers, through Keller Williams 300 servers, plus social media and the MLS system locally and internationally.

What is your policy on responding to phone calls/emails/text messages?

I return all phone calls, emails or text messages on a daily basis

How much of your business is generated by referrals?

About 50% of all my business is generated by past happy clients that feel comfortable to refer my services to friends and family.

What references can you provide?

I can provide all clients phone numbers , plus direct testimonials I received

Do you offer an "easy exit" listing so that I can end our agreement if I am not satisfied?

Yes, with a 48 hours notice

## Homework: Questions for You

---

***Your answers to these questions will guide me in how to best serve you.  
We'll discuss them at our listing meeting:***

What is the most important thing you are looking for in your listing agent?

What prior real estate transaction experiences have you had?

How would you like to be communicated with? (please circle)

Email   Phone   Fax   Text   Other (explain)

How frequently would you like an update on marketing and showings?

Weekly   Twice a month   After each showing   Other (explain)

Please list what you are most concerned about in the marketing and selling process (buyer qualifications, commission, showing procedures, open house, possession, pricing, negotiations, other issues).

## What My Clients Say

---

Gabby worked so hard for us to make our move easy. She sold our home and coordinate everything to be able to sell ours and be able to move to our new house and in the same day!

She really care about our family!

Erik and Stacy P.  
From Hutto to Round Rock TX

Tiffany and I were really impressed from the first moment we met Gabby to find out about selling our home in Round Rock. Her services and her professionalism where really amazing, she took us at heart and keep us informed all the time. She was able to anticipate and overcome all the negotiations with the buyer, co-ordinate and supervising the whole process. We worked together very well and we will definetily recommend her services. Thank You Gabby very happy in our new home!

Brian and Tiffany  
from Round Rock to S.Antonio

Gabby is our Realtor for life! She helped us with our moving three times renting first, buying and recently selling our home. Gabby did such a great job with staging, photos and movie we were able to receive a full offer in less than 1 day! We trust her experience and professionalism, always available and ahead of things, she is the greatest!

The Baker's  
From Cedar Park to Pflugerville

My husband and I interviewed 2 other agents before Gabby. We were most impressed with her ideas on how to get the most money and quick by selling our home in Pflugerville. She does what she promised to do. Her vision of how to market our home to buyers resulted in a full price offer in 2 days! She was on top of all the details and made our experience one of the best!

Sharon and Thomas  
Pflugerville



## About Me

How am I different from other real estate agents? I am a Realtor-Consultant, that means you can consult any real estate situation to find the best solution for you at this time or down the road.

### ***Experience***

I have been a full time realtor since 2003

### ***Technology***

I am able to take advantage of the latest and proven successful tools to expose, communicate and build my business for my clients success and pleasant experience.

### ***Expertise and Market Knowledge***

My experience by helping Sellers and Buyers gives me the knowledge of several areas like: Austin, Round Rock, Cedar Park, Pflugerville, Georgetown

### ***Communication***

Through phone calls, text messages or emails I communicate with clients on a regular basis and as often as need it according to your preferences.

### ***Certifications/Specialties***

ABR - Accredited Buyer Representative  
SFR - Short Sale and Foreclosure Resources  
CNE - Certified Negotiation Expert

### ***Personal***

I love to travel, photography. I am fluent in Italian and Spanish

### ***My Commitment to You***

To be working with you with you in mind, be your ally and at your side to make your real estate experience unique!

Gabriella Marzorati  
[www.Door2AustinHomes.com](http://www.Door2AustinHomes.com)  
[gabriellarealtor@gmail.com](mailto:gabriellarealtor@gmail.com)  
512-529-6524

Thank You for Your Interest in Looking into My Guide  
Hope you found it helpful!

At Your Service,

Gabby

512-529-6524